

THE DAILY CALIFORNIAN
Profit & Loss Budget vs. Actual
July 2011 through February 2012

	This Month			TOTAL		
	Feb 12	Budget	\$ Over Budget	Jul '11 - Feb 12	Budget	\$ Over Budget
Ordinary Income/Expense						
Income						
4000 · Sales						
Total 4100 · Trade Accounts	0.00	0.00	0.00	0.00	0.00	0.00
Total 4150A · House Ads	0.00	0.00	0.00	0.00	0.00	0.00
4200 · In Paper Sales						
4201 · Dining	0.00	0.00	0.00	0.00	3,312.50	-3,312.50
4203 · Marketplace Display	80.00	400.00	-320.00	1,800.80	6,457.88	-4,657.08
4202 · Legals	3,494.59	2,200.00	1,294.59	18,718.67	16,334.50	2,384.17
4255 · UCB	16,364.30	14,300.00	2,064.30	69,474.53	44,941.91	24,532.62
4254 · Recruitment	0.00	0.00	0.00	0.00	0.00	0.00
4252 · Majors	3,785.81	7,800.00	-4,014.19	30,146.23	49,763.66	-19,617.43
4253 · National	10,131.44	7,900.00	2,231.44	134,415.25	114,966.46	19,448.79
4251 · Local Display	17,090.76	14,100.00	2,990.76	123,903.49	125,995.65	-2,092.16
Total 4200 · In Paper Sales	50,946.90	46,700.00	4,246.90	378,458.97	361,772.56	16,686.41
Total 4300 · Services	3,268.43	3,300.00	-31.57	67,977.61	48,402.44	19,575.17
Total 4400 · Online	5,367.74	4,000.01	1,367.73	33,654.41	22,210.72	11,443.69
4500 · Press Pass Revenue	0.00	0.00	0.00	11,250.00	10,123.00	1,127.00
Total 4600 · Newsracks	0.00	500.00	-500.00	5,000.00	4,132.55	867.45
Total 4700 · Photo Sale	75.00	0.00	75.00	225.00	0.00	225.00
4800 · Subscriptions	90.00	100.00	-10.00	410.00	100.00	310.00
4900 · Street Teams	0.00	0.00	0.00	0.00	0.00	0.00
Total 4950 · Other Income	800.00	1,000.00	-200.00	2,717.00	12,700.98	-9,983.98
Total 4000 · Sales	60,548.07	55,600.01	4,948.06	499,692.99	459,442.25	40,250.74
4999 · Uncategorized Income	0.02	0.00	0.02	-78.37	0.00	-78.37
Total Income	60,548.09	55,600.01	4,948.08	499,583.04	459,442.25	40,140.79
Gross Profit	60,548.09	55,600.01	4,948.08	499,583.04	459,442.25	40,140.79
Expense						
5000 · Expense						
Total 5010 · Bad Debt	0.00	147.30	-147.30	387.68	1,389.72	-1,002.04
Total 5100 · Distribution	4,221.90	4,263.75	-41.85	28,282.86	27,738.40	544.46
Total 5200 · Editorial	10,759.58	10,900.92	-141.34	49,100.11	52,039.04	-2,938.93
Total 5300 · Finance Department	8,740.34	8,161.21	579.13	57,750.76	61,773.69	-4,022.93
Total 5400 · Library	0.00	0.00	0.00	0.00	0.00	0.00
Total 5500 · OnLine	866.87	865.05	1.82	4,939.80	4,394.13	545.67
Total 5600 · Printing	10,646.14	11,025.86	-379.72	83,581.80	84,208.18	-626.38
Total 5700 · Production	6,654.11	6,619.35	34.76	46,167.65	48,765.34	-2,597.69
Total 5800 · Sales Dept.	14,196.43	14,046.08	150.35	113,924.36	125,616.82	-11,692.46
Total 5900 · Tech Department	884.23	1,103.25	-219.02	6,828.61	6,611.35	217.26
Total Ad Trade	0.00	0.00	0.00	0.00	0.00	0.00
Total 5000 · Expense	56,969.60	57,132.77	-163.17	390,963.63	412,536.67	-21,573.04
6000 · G & A Admin						

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Total 6100 - Administration	7,071.01	9,149.07	-2,078.06	40,379.52	48,001.51	-7,621.99
Total 6200 - Operations	0.00	50.00	-50.00	73.97	400.00	-326.03
Total 6300 - Sales / Marketing	473.87	270.00	203.87	2,301.76	2,375.00	-73.24
Total 6400 - Personnel	10,918.12	11,068.58	-150.46	79,758.69	81,597.18	-1,838.49
Total 6500 - Taxes County	0.00	0.00	0.00	1,198.99	1,250.00	-51.01
Total 6600 - G&A Alloc Expenses	1,065.14	1,043.25	21.89	2,177.81	2,157.94	19.87
Total 6700 - Reallocate	0.00	0.00	0.00	45,078.88	44,677.00	401.88
Total Advertising	0.00	0.00	0.00	0.00	0.00	0.00
Total 6000 - G & A Admin	19,528.14	21,580.90	-2,052.76	170,969.62	180,458.63	-9,489.01
Total Expense	76,497.74	78,713.67	-2,215.93	561,933.25	592,995.30	-31,062.05
Net Ordinary Income	-15,949.65	-23,113.66	7,164.01	-62,350.21	-133,553.05	71,202.84
Other Income/Expense						
Total 7000 - Other Income	50,025.31	0.00	50,025.31	85,213.60	0.00	85,213.60
Total Other Income	50,025.31	0.00	50,025.31	85,213.60	0.00	85,213.60
Other Expense						
Total 8000 - Other Expenses	0.00	0.00	0.00	3,097.43	0.00	3,097.43
Total Other Expense	0.00	0.00	0.00	3,097.43	0.00	3,097.43
Net Other Income	50,025.31	0.00	50,025.31	82,116.17	0.00	82,116.17
Net Income	34,075.66	-23,113.66	57,189.32	19,765.96	-133,553.05	153,319.01